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TO: Nancy Parmet   DATE: February 24, 1992

FROM: Shari Teitelbaum

SUBJECT: Parliament Qualivue Topline Results

The following summarizes topline quantitative results regarding menthol cues from 90 Qualivue interviews which were conducted among white smokers aged 18-34 of Newport full flavor, Newport Lights and other full margin menthol light cigarettes in Region 1. Respondents were first asked on an unaided basis to tell what colors and scenes or places remind them of menthol cigarettes or menthol taste. They were then read a list of colors and were asked to rate each on a scale of 1 to 5 (with 1 being "describing it not at all" and 5 being "describing it completely") on how well it communicates menthol cigarettes. They were then asked which of these colors best describes a menthol cigarette. The same was done with scenes and places.

While green was viewed as the color which best describes a menthol cigarette by approximately two-thirds of these smokers, other colors including aqua, white and blue were also felt to communicate menthol cigarettes by many respondents.

On a scale of 1 to 5 with 1 describing it <u>not at all</u> and 5 <u>describing it completely</u>, please rate each color on how well it communicates menthol cigarettes. (Percent Rating 4 or 5)	
N=	90
Green	84.4
Aqua	52.2
White	51.1
Blue	41.1
Yellow	5.5
Gray	2.2

Of these, which color best describes a menthol cigarette? (Percent)	
N=	90
Green	66.7
White	14.4
Aqua	13.3
Blue	5.6
Gray	--
Yellow	--

In terms of places, scenes and animals, several of those on the list were felt to either completely or somewhat communicate menthol cigarettes by a majority of these smokers. More than 60% of these respondents felt that water either completely or somewhat communicates a menthol cigarette. When asked specifically about different scenes involving water, waterfalls were thought to best communicate a menthol cigarette.

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It is important to note that these respondents were simply read this list of scenes, not shown any imagery when rating each. Therefore, while penguins, open fields and horses were not rated as highly as some other scenes, this does not necessarily mean that they should be excluded from consideration for a menthol ad; if put in the right context, they could communicate menthol cigarettes as well as some of the more highly rated scenes.

On a scale of 1 to 5 with 1 describing it <u>not at all</u> and 5 <u>describing it completely</u>, please rate each on how well it communicates menthol cigarettes. (Percent Rating 4 or 5)	
N=	90
Ice	70.0
Snow Skiing	66.7
Mountains	64.5
Trees/Forest	61.2
Water	**61.1**
North Pole	58.9
Sky	48.9
Polar Bears	43.3
Tropical Island	41.1
Water Skiing	37.8
Penguins	28.9
Open Field	28.9
Horses	13.4
Thinking specifically about water, which of the following <u>best</u> communicates a menthol cigarette? (Percent)	
Waterfalls	28.9
Snow	18.9
Ice	15.6
Streams	14.4
Oceans	8.9
Beaches	7.8
Lakes	3.3
Swimming Pools	1.1
None of These	1.1
Sprinklers	--

Nancy, I'm sure you recall that our Qualivue interview covered many more areas than those reviewed here. A final, comprehensive presentation of both the quantitative and qualitative results is currently being prepared and we hope to go over it with you shortly. That presentation will include more detailed quantitative information on menthol cues, as well as qualitative responses to "unaided" questions regarding such cues in terms of colors and scenes or places.

Please let me know if you need any additional information in the interim.

cc: D. Beran
    A. Goldfarb
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